

Website & CRM System

The short and sweet version:

*You need a website!

- Because, honestly, everyone else has one
- So that past clients can find and send others to you
- So that future clients can discover you
- So that all those clients can all use your site to search for homes!
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*You need a Social Media presence!

- Because, honestly, everyone else has one
- Because **you** are your brand, and this helps potential clients get to know you
- Because your past clients should see your name here and there in their feed so they don't forget you're an agent when it's time to sell or refer a friend!
- Because you will have an easy way to manage it and turn it into leads, which you do by directing people back to your website
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*You need a CRM (Customer Relationship Manager)!

- To manage and nurture those leads ^ once you've captured them
- To keep in touch with your past clients and the referrals they send you
- Because, honestly, this is how the best agents become and stay the best – by managing their client relationships!

We are offering all of this to you for \$129 per month (3-month signup minimum) with a dedicated agent website that is a copy of the Virginia Capital website, or for \$159 per month plus \$200 setup fee (12-month commitment) if you would like a site that can be customized. If you are feeling brave and would like to build your own site, you can give that a try without the \$200 setup fee. Please select one of these two options and sign on the other side of this sheet.

Why do you need a website? Let's face it, most people these days are starting their home search online. Google yourself... what do you find?! If you don't have an online presence in the form of at least a Google Business profile, a website, and preferably also at least one Social Media profile, you are going to be much harder for new (and past!) clients to find. Why not manage your online presence and business pipeline from one place, rather than having to maintain multiple systems – so you can ultimately focus on helping more clients buy and sell homes?

Company Website



Agent GENERIC Website



Agent CUSTOM Website



Scan to see examples!

Agent GENERIC Website Package – This package offers a dedicated agent website that looks like just like our company website. Your photo and profile will be displayed on the main page, and will be the only profile viewable in the About Us area. This option is less expensive, and functions just the same as the custom website, displaying only your information and capturing leads only for you! This is a great option for those agents just starting out, or those who do not have specific branding yet. If you want to be sure past and future clients can find you, search for homes on your website, and be able to be captured through your marketing efforts, with the ability to easily market your listings online to help your sellers, this will work for you. Our company IDX (MLS feed) agreements are used at this level, so agents do not need to sign individual agreements. You will be provided with an agent subdomain, such as **agentname.virginiacapitalrealty.com**.

___ \$129 per month (3-month initial commitment, then month to month, cancellation will take effect the first of the month following provided notice)

Agent CUSTOM Website Package – With the custom package, your website can be completely customized to include your color scheme and branding, featured areas and property types of your choosing, and can have a different layout. You will be able to use a domain you already own, or you can purchase one. You will sign IDX (MLS feed) agreements directly with those MLS systems you are a member of, there is no additional cost for this. We will customize your site for a **\$200 customization fee** (which includes all of the extensive structural work done to build and optimize the VCR site!) Alternatively, you are welcome to build out your own site if you would like!

___ \$159 per month (12-month commitment due to build-out time investment)

___ \$200 customization fee (includes Virginia Capital website template, consultations, and update to agent color scheme, logos, branding, and photos and featured areas of your choosing)

___ I will build my own agent site (I understand that I will be building from scratch using system-provided instructional videos)

Both packages include:

A full and robust CRM system with scoring to identify your contacts with the best chances of engagement so you can focus your efforts, conditional Smart Plans allowing you to build if/then scenarios into your drip campaigns for more efficiency, and an easy-to-use app to manage clients on the go – plus SO much more!

Social Studio scheduler tool where you can easily link up to all of your Social Media platforms and schedule posts from one place with traffic directed back to your Agent Website. Connect your Facebook, Instagram, Twitter, LinkedIn, and Google Business.

Design Area (“mini-Canva”) where you can find pre-made templates for all occasions and client types to customize and edit for use as Social Media posts (which you can then schedule ^), or postcards and letters to share listings or farm neighborhoods – with the ability to **order cards or letters for delivery** right through the system!

Automatic landing pages are generated to showcase your listings - the system will email you each time you put in a new listing with a custom landing page, and a link to open up your Social Media scheduler to an already-created post you can edit to your liking and send out on all of your connected platforms immediately or schedule.

In addition to in-house training VCR will be hosting, Chime also has a great YouTube channel with ideas and inspiration on building your business and capturing more leads by leveraging all of their many available tools: <https://www.youtube.com/@ChimeCRM>

Billing will begin the first of the month following signup, and will include a prorated amount for the current month based on the signup date. Agents must be set up on ACH draft to participate.

Agent Name _____

Agent Signature _____ Date _____